



MDAM
MOOD DISORDERS
ASSOCIATION OF MANITOBA

Helping People
Help Themselves

**MOOD DISORDERS
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FOR IMMEDIATE RELEASE

March 5, 2026

North Forge Named Presenting Partner for Minds in Bloom 2.0

WINNIPEG, MB – The Mood Disorders Association of Manitoba (MDAM) has announced that North Forge will serve as Presenting Partner for Minds in Bloom 2.0: Human-Centered Innovation, AI & Mental Health, taking place Wednesday, May 13, 2026, at the Hotel Fort Garry in Winnipeg.

Minds in Bloom 2.0 (“MIB 2.0”) is MDAM’s flagship spring fundraising event for 2026. Building on the success of the inaugural event, this second iteration evolves into an elevated evening experience designed to bring together leaders from innovation, bioscience, education, business, government, and community sectors for a thoughtful conversation on how rapid technological change is affecting mental health, workplaces, and overall well-being.

The event centers on a timely and critical question: ***As innovation blooms, how do we ensure mental health blooms too?***

As Presenting Partner, North Forge joins MDAM in advancing dialogue around responsible innovation, workplace well-being, and psychological safety within Manitoba’s growing innovation ecosystem. The partnership reflects a shared commitment to ensuring technological progress remains grounded in human-centered values.

“Minds in Bloom 2.0 positions mental health as foundational to sustainable innovation, resilient workplaces, and healthy communities,” says Rita Chahal, Executive Director of MDAM. “We are honoured to present this event alongside North Forge and to work together in strengthening Manitoba’s innovation ecosystem with mental health at its core.”

“As AI accelerates and innovation surges, we have to be just as intentional about making sure mental health keeps pace,” says Joelle Foster, President and Chief Executive Officer of North Forge. “That means helping people understand what AI is and what it is not, so it can reduce stress instead of adding to it. By bringing together innovators, researchers, and community leaders, we can build tools and conversations that are practical, transparent, and grounded in real human needs, so progress supports well-being, not just productivity. North Forge is proud to be a presenting partner in keeping people at the center of what we build.”

“As innovation continues to transform how we live and work, leadership must evolve with it,” says Dr. Anju Bajaj, Board Chair of MDAM. “Minds in Bloom 2.0 challenges organizations to ensure that mental health, psychological safety, and human dignity remain at the centre of innovation.”

The evening will feature a moderated fireside-style conversation, a curated reception and meal service, and a live auction as the primary fundraising component.

MDAM is also pleased to announce that The University of Winnipeg Foundation and the Health Sciences Centre Foundation are confirmed early sponsors of the event.

Preferred corporate pricing is in effect until March 31, 2026, with individual tickets at \$120 and tables of ten at \$1,200. Beginning April 1, tickets increase to \$145 per person and \$1,400 per table.

Proceeds from Minds in Bloom 2.0 support MDAM's peer support programs, educational workshops, outreach initiatives, and advocacy work across Manitoba.

Tickets and sponsorship details can be found at <https://moodmb.ca/event/minds-in-bloom-2>.

Media are invited to attend and cover the event.

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About MDAM

The Mood Disorders Association of Manitoba (MDAM) is a nonprofit charitable organization dedicated to supporting individuals affected by mood disorders through peer support, education, and advocacy. Our mission is to help people help themselves by providing accessible mental health resources and fostering a supportive community.